

Polygons forming a shadow models are sorted into front-facing polygons facing in directions toward a viewpoint of a virtual camera and back-facing polygons facing in directions opposite from the viewpoint of the virtual camera, and a shadow image is created in pixels which are pixels corresponding to the front-facing polygons minus pixels corresponding to the back-facing polygons, thereby realistically and easily creating a shadow on the outer surface of a 3D model. Accordingly, in the case that part or all the 3D model such as a character is placed in a shadow of a mountain, a building or the like, a shadow can be realistically and easily created on the outer surface of the 3D model.